

Focus Group: May 28 (Female)
Seattle, Washington

EV Label Design Worksheet (#2)

Option	Most Understandable	Least Understandable
A	2	2
B	3	2
C	3	3
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	8	0
B	4	4
C	0	8

EREV Label Design Worksheet (#3)

Option	Most Understandable	Least Understandable
A	1	6
B	6	0
C	1	2
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	0	7
B	7	0
C	6	0

PHEV Label Design Worksheet (#4)

Option	Most Understandable	Least Understandable
A	1	4
B	4	2
C	3	2
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	1	7
B	8	0
C	1	7

Compare Vehicle Technologies Worksheet #5

	EV	EREV
30 miles?	5	3
50 miles?	7	0
100 miles?	3	5
Enviro friendly	8	0

Environmental Metric Worksheet #6

Label	First Choice	Second Choice
A	1	2
B	2	3
C	5	1
D	1	2

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PHEV
0
1
0
0

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E	0	0
F		

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